

Message Text

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PAGE 01 MONTER 00602 01 OF 02 192259Z
ACTION EB-08

INFO OCT-01 ARA-14 ISO-00 AID-05 CIAE-00 COME-00
FRB-01 INR-07 NSAE-00 USIA-15 TRSE-00 XMB-04
OPIC-06 SP-02 LAB-04 SIL-01 OMB-01 /069 W
-----030550 192319Z /75

R 191900Z SEP 77
FM AMCONSUL MONTERREY
TO USDOC WASHDC
INFO SECSTATE WASHDC 3317

UNCLAS SECTION 1 OF 2 MONTERREY 0602

E.O. 11652: N/A
TAGS: BPRO, MX
SUBJ: FOREIGN LICENSING OPPORTUNITY: PROCTOR-SILEX: SMALL APPLIANCES.
OPPORTUNITY NO 8-77-064

REF: STATE A-3464 DATED 8-16-77
COMMERCE FOR OVERSEAS PRODUCTS AND OPPORTUNITIES STAFF.
ATTN: D.C. LINVILLE

1. MONTERREY INDUSTRY HAS RESPONDED WITH INTEREST TO THE PROCTOR-SILEX LICENSING OPPORTUNITY. FIVE HIGHLY REPUTABLE INDUSTRIAL FIRMS WITH SUBSTANTIAL CAPITAL BASE AND MARKETING EXPERIENCE ARE CONSIDERED GOOD PROSPECTS FOR PROCTOR-SILEX. THESE INCLUDE FOUR DIVERSIFIED INDUSTRIAL GIANTS IN THE MONTERREY AREA AS WELL AS ONE SMALLER COMPANY KNOWN FOR AGGRESSIVE MARKETING OF CONSUMER GOODS.

2. THE FIVE COMPANIES ARE:

A) GRUPO ALFA, S.A. IS A CONGLOMERATE KNOWN CHIEFLY FOR EXPORTING STEEL-PRODUCTION TECHNOLOGY. GRUPO ALFA IS NOW PRIMARILY INVOLVED IN HEAVY INDUSTRY, BUT ITS PHILCO DIVISION HOLDS 19 PER CENT OF THE MEXICAN TV RECEIVER MARKET. THE COMPANY IS ACTIVELY SEEKING DIVERSIFICATION IN THE CONSUMER-GOODS FIELD. TOTAL GROUP
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SALES IN 1976 WERE PESOS 9,000,000,000.
CONTACT: SR. JORGE PLANCARTE
MANAGING DIRECTOR
DINAMICA, S.A.
APARTADO POSTAL 3000
SAN NICOLAS DE LOS GARZA, N.L., MEXICO
PHONE: 76-54-97

B) INDUSTRIA ELECTRONICA, S.A. (IESA), IS A SMALLER THAN THE OTHER COMPANIES LISTED. IT MANUFACTURES THE SUCCESSFUL AND WELLKNOWN "WHITE DOT" LINE OF RADIOS AND HOME ENTERTAINMENT. SYSTEMS. IESA IS KNOWN FOR AGGRESSIVE MARKETING AND HAS A GOOD REPUTATION.

CONTACT: SR. JESUS SILLER
INDUSTRIA ELECTRONICA, S.A.
GARZA GARCIA, NUEVO LEON, MEXICO
PHONE: 56-09-90

C) GRUPO INDUSTRIAL SALTILLO, S.A., IS LOCATED IN SALTILLO, COAHUILA, YP MILES FROM MONTERREY. THE MEMBER FIRM OF PRIMARY INTEREST IN THIS CASE IS CIA. INDUSTRIAL DEL NORTE, S.A. (CINSA), A MAJOR MANUFACTURER OF LARGE HOME APPLIANCES, PRESSURE COOKERS AND ENAMELWARE. GROUP'S OTHER ACTIVITIES INCLUDE A FOUNDRY, MEXICO'S ONLY IMPORTANT INDEPENDENT MOTORCYCLE FACTORY, MANUFACTURE OF CERAMICS AND TABLEWARE, AND AN EXPORT MANAGEMENT COMPANY. THE GROUP HAS A GOOD CREDIT RATING AND IS SUCCESSFUL IN MARKETING ITS PRODUCTS. GROUP CONSOLIDATED SALES FOR THE YEAR ENDED JUNE 30, 1976 WERE 1,478,000,000 PESOS.

CONTACT: ING. MARIO J. GONZALEZ
GENERAL MANAGER
CINSA
GRUPO INDUSTRIAL SALTILLO, S.A.
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APARTADO POSTAL 338
SALTILLO, COAHUILA, MEXICO
PHONE: 841/23995
TELEX: 038100.

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ACTION EB-08

INFO OCT-01 ARA-14 ISO-00 AID-05 CIAE-00 COME-00
FRB-01 INR-07 NSAE-00 USIA-15 TRSE-00 XMB-04
OPIC-06 SP-02 LAB-04 SIL-01 OMB-01 /069 W

-----030731 192318Z /75

R 192000Z SEP 77
FM AMCONSUL MONTERREY
TO USDOC WASHDC
INFO SECSTATE WASHDC 3318

UNCLAS SECTION 2 OF 2 MONTERREY 0602

D) TROQUELES Y ESMALTES, S.A. (DIES AND ENAMELWARE, INC.) IS A VERY LARGE MANUFACTURER OF ENAMELED KITCHENWARE, STOVES, REFRIGERATORS, AND AIR CONDITIONERS. IT IS PART OF THE MONTERREY "GLASS GROUP" WHOSE INTEREST INCLUDE MEXICO'S SECOND AND THIRD LARGEST GLASS COMPANIES, TWO FIBERGLASS MANUFACTURERS, AND A CHAIN OF DEPARTMENT STORES CATERING TO MIDDLE-AND UPPER-CLASS SHOPPERS. TROQUELES Y ESMALTES SALES FOR 1975 WERE 475,000,000 PESOS AND THE PARENT HOLDING COMPANY, FOMENTO DE INDUSTRIA Y COMERCIO, S.A. IS MEXICO'S EIGHT-LARGEST INDUSTRIAL FIRM. THE COMPANY'S REPUTATION IS EXCELLENT.

CONTACT: SR. ANTONIO FERNANDEZ
ADMINISTRATIVE MANAGER
TROQUELES Y ESMALTES, S.A.
APARTADO POSTAL 371
MONTERREY, N.L., MEXICO
TEL.: 75-33-40
TELEX: 038762

E) VALORES INDUSTRIALES, S.A. (VISA) IS THE HOLDING COMPANY FOR MONTERREY'S BREWERY GROUP WHOSE PRINCIPAL ENTERPRISE IS MEXICO'S LARGEST BREWERY, CERVECERIA CUAUHEMOC, S.A. VISA ALSO OWNS THE SERFIN BANKING GROUP AND SEVERAL INDUSTRIAL COMPANIES. MANAGEMENT HAS EXPRESSED AN INTEREST IN DIVERSIFYING. 1975 SALES OF ALMOST UNCLASSIFIED

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4,000,000,000 PESOS MAKE THE BREWERY MEXICO'S TWELFTH-LARGEST INDUSTRIAL FIRM.

CONTACT: DR. ERIC GUSTAFSEN
INTERNATIONAL DIRECTOR
VISA, S.A.
CERVECERIA CUAUHEMOC, S.A.
APARTADO POSTAL 106
MONTERREY, N.L., MEXICO
TELEX 038621
PHONE: 75-22-00, 42-20-00

3. WTDRS ARE AVAILABLE ON ALL OF ABOVE FIRMS, EXCEPT IESA.
VOLUNTARY REPORT ON IESA. IS BEING PREPARED.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Control Number: n/a
Copy: SINGLE
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
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TAGS: BPRO, MX
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/360a8942-c288-dd11-92da-001cc4696bcc
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Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
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